UNITED STATES PATENT AND TRADEMARK OFFICE

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EXAMINER
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ART UNIT	PAPER NUMBER
2143	

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Please find below and/or attached an Office communication concerning this application or proceeding.

	Application No.	Applicant(s)
Office Action Summary	09/585,812	STOB, JAMES A.
	Examiner	Art Unit	
	George C. Neurauter, Jr.	2143	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE *3* MONTH(S) FROM
THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed
  after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
  Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any
  earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) ☒ Responsive to communication(s) filed on <u>25 October 2004</u>.

2a) ☐ This action is **FINAL**.   2b) ☒ This action is non-final.

3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is
   closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) ☒ Claim(s) *1-29, 32-34, 36, 38 and 43* is/are pending in the application.

   4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) ☐ Claim(s) _____ is/are allowed.

6) ☒ Claim(s) *1-29, 32-34, 36, 38 and 43* is/are rejected.

7) ☐ Claim(s) _____ is/are objected to.

8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) ☐ The specification is objected to by the Examiner.

10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.

   Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

   Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

   a) ☐ All b) ☐ Some * c) ☐ None of:

   1. ☐ Certified copies of the priority documents have been received.

   2. ☐ Certified copies of the priority documents have been received in Application No. _____.

   3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage
      application from the International Bureau (PCT Rule 17.2(a)).

   * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
   Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413)
   Paper No(s)/Mail Date. _____ .
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Claims 1-29, 32-34, 36, 38 and 43 are currently presented and have been examined.

Response to Amendment

The affidavit filed on 25 October 2004 under 37 CFR 1.131 is sufficient to overcome the Perkins reference.

Response to Arguments

Applicant's arguments, see the response, filed 25 October 2004, with respect to the rejection(s)of claim(s) 1-29, 32-34, 36, 38, and 43 under Perkins have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of "Promotion" and other references as shown below.

The Examiner emphasizes for the record that the claims employ broad language including the use of words and phrases such as submitting an acceptable uniform resource locator containing the file name to each of the at least one Internet cataloging engines, each submission being made in accordance with a set of rules associated with the corresponding Internet cataloging engine.

These words and phrases have broad meanings in the art including both automatic and manual methods of submission of an

uniform resource locator and wherein the phrase "set of rules

associated with the corresponding Internet cataloging engine"

has a broad interpretation in terms of what the rules of the

Internet cataloging engine for "submission" of an uniform

resource locator including submission of a URL for the purposes

of a search to an Internet cataloging engine, navigating to the

Internet cataloging engine, and submitting an uniform resource

locator for cataloging including rules based on submission,

catalog categories and/or search engine ranking.

Since the claims breadth allows multiple interpretations

and meanings, which are broader than Applicant's disclosure, the

Examiner is <u>required</u> under MPEP 2111 to interpret the claim

limitations in terms of their broadest reasonable

interpretations while determining patentability of the disclosed

invention. See *In re American Academy of Science Tech Center*,

2004 WL 1067528 (Fed. Cir. May 13, 2004) ("While the claims of

<u>issued</u> patents are interpreted in light of the specification,

prosecution history, prior art and other claims, this is not the

mode of claim interpretation to be applied during examination.

During examination, the claims must be interpreted as broadly as

their terms reasonably allow") Further, although the claims are

interpreted in light of the specification, limitations from the

specification are not read into the claims. See *In re Van Geuns*,

988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir. 1993). The Examiner has

interpreted the claims with scope in parallel to the Applicant

in the response and reiterates the need for the Applicant to

more clearly and distinctly define the claimed invention. The

Applicant is also requested to consider the cited prior art in

this Office Action.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs

of 35 U.S.C. 102 that form the basis for the rejections under

this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (a) the invention was known or used by others in this country, or patented or described in a printed publication in this or a foreign country, before the invention thereof by the applicant for a patent.
>
> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

Claims 1-29, 32-34, 36, 38 and 43 are rejected under 35

U.S.C. 102(b) as being anticipated by "WebPosition Gold 1.0 Help

File" ("WebPosition").

Regarding claim 1, "WebPosition" discloses a website

management method for managing a website's visibility on the

Internet, comprising the steps of retrieving at least one file

name; determining if the file name is to be submitted to at

least one Internet cataloging engine, (section "Step by Step

Instructions, specifically "You can go to each search engine and

individually submit each of your pages, or you can use the

built-in Submitter to create Missions to do it automatically";

section "Reporter", subsection "Creating a Mission",

specifically "You may wish to set other options such as which

search engines to monitor if you do not want to monitor them

all..."; section "Tips on Improving Your Search Rankings!",

subsection "How to submit your pages", specifically "Go to each

search engine and select their submit URL option. Page submit

links for each search engine have been provided on the Detail

and Summary reports for your convenience! Just click on the

link on the report and you'll go right to the submit page.")

and

        submitting an acceptable uniform resource locator

containing the file name to each of the at least one Internet

cataloging engines, each submission being made in accordance

with a set of rules associated with the corresponding Internet

cataloging engine. (section "Why use WebPosition?", specifically

"Once pages are created..., they must be submitted. WebPosition

offers advanced submission "safety" features not found anywhere

elsewhere that insure users don't 'over submit' to an engine or

accidentally violate one of their ever changing submission

guidelines.")

Regarding claim 2, "WebPosition" discloses the website management method as in claim 1, further comprising the step of storing only the file names known to be webpages. (section "Submitter", subsection "Mission Tab", specifically "WebPosition tracks which pages belong to which web site for reporting purposes. In addition...WebPosition supports unlimited pages...")

Regarding claim 3. "WebPosition" discloses the website management method as in claim 2, further comprising the step of storing the entire file associated with the file name. (section "Submitter", subsection "Mission Tab", specifically "WebPosition tracks which pages belong to which web site for reporting purposes. In addition...WebPosition supports unlimited pages..."; section "Submitter", subsection "URLs tab", specifically the text "Many search engines suggest submitting only your home page (i.e. index.html, default.html, etc.) and it will 'spider' your site...")

Regarding claim 4, "WebPosition" discloses the website management method as in claim 1, further comprising the step of storing only the file names known to be webpages and were submitted to at least one Internet cataloging engine. (section "Submitter", subsection "Mission Tab", specifically "WebPosition tracks which pages belong to which web site for reporting

purposes. In addition...WebPosition supports unlimited

pages...")

   Regarding claim 5, "WebPosition" discloses the website

management method as in claim 4, further comprising the step of

storing the entire file associated with the file name that was

submitted to at least one Internet cataloging engine. (section

"Submitter", subsection "Mission Tab", specifically "WebPosition

tracks which pages belong to which web site for reporting

purposes. In addition...WebPosition supports unlimited

pages..."; section "Submitter", subsection "URLs tab",

specifically the text "Many search engines suggest submitting

only your home page (i.e. index.html, default.html, etc.) and it

will 'spider' your site...")

   Regarding claim 6, "WebPosition" discloses the website

management method as in claim 4, wherein storing only the file

names known to be webpages further comprises storing the date

and time the file name was submitted to at least one Internet

cataloging engine and the name of the Internet cataloging

engine. (section "Reporter", subsection "Creating a Mission",

subsection "Customize Tab", specifically "Run Date - Date the

Mission was run in MM/DD/YYYY format." And "Engine - Search

engine used.")

Regarding claim 7, "WebPosition" discloses the website
management method as in claim 1, further comprising the step of
determining which file names are to be submitted to the Internet
cataloging engine. (section "Submitter", subsection "URLs Tab",
specifically "You should list the file(s) that you wish to
submit to the search engines. This can be your home page, your
"doorway" pages that you created in the page generator, or other
pages on your site.")

Regarding claim 8, "WebPosition" discloses the website
management method as in claim 1, wherein retrieving at least one
file name further comprises the step of: reading file names from
a file. (section "Submitter", subsection "URLs Tab",
specifically "You should list the file(s) that you wish to
submit to the search engines. This can be your home page, your
"doorway" pages that you created in the page generator, or other
pages on your site.")

Regarding claim 9, "WebPosition" discloses the website
management method as in claim 1, wherein retrieving at least one
file name further comprises the steps of: searching the
programming code of the file name retrieved for additional file
names known to be webpages, and searching each additional file
name known to be a webpage for additional file names known to be
webpages until all webpages linked from the file name have been

exhausted. (section "Submitter", specifically the text "Unlike

other submitters or submitting services, WebPosition Gold's tool

verifies that each page exists on Web Site BEFORE

submitting..."; section "Submitter", subsection "URLs tab",

specifically the text "Many search engines suggest submitting

only your home page (i.e. index.html, default.html, etc.) and it

will 'spider' your site and find the other pages that it links.

to...")

Regarding claim 10, "WebPosition" discloses the website

management method as in claim 1, wherein retrieving at least one

file name comprises the steps of: searching all the file names

known to be a webpage within the current directory; traversing

each and every directory from the current directory, and

searching each traversed directory for additional file names

known to be webpages. (section "Submitter", specifically the

text "Unlike other submitters or submitting services,

WebPosition Gold's tool verifies that each page exists on Web

Site BEFORE submitting..."; section "Submitter", subsection

"URLs tab", specifically the text "Many search engines suggest

submitting only your home page (i.e. index.html, default.html,

etc.) and it will 'spider' your site and find the other pages

that it links to...")

Regarding claim 11, "WebPosition" discloses the website management method as in claim 10, further comprising the step of: creating a uniform resource locator by combining the file name with the protocol, domain name, and corresponding traversed directory name. (section "Submitter", subsection "URLs Tab", specifically "You should list the file(s) that you wish to submit to the search engines. This can be your home page, your "doorway" pages that you created in the page generator, or other pages on your site.")

Regarding claim 12, "WebPosition" discloses the website management method as in claim 7, wherein determining which file names are to be submitted further comprises the steps of: checking the date the file name was last submitted to the Internet cataloging engine; checking the submission rules associated with the Internet cataloging engine to submit the file name to, and allowing the file name to be submitted if the date the file name was last submitted does not violate the rules of the Internet cataloging engine. (section "Submitter", specifically "...can determine which pages have been modified or added since the last submission and submit only those pages.")

Regarding claim 13, "WebPosition" discloses the website management method as in claim 7, wherein determining which file names are to be submitted further comprises the steps of:

checking the user defined rules for the number of uniform

resource locators to be submitted to the Internet cataloging

engine, and allowing the file name to be submitted if the

submission does not violate a user defined rule. (section

"Submitter", subsection "URLs Tab", "You should list the file(s)

that you wish to submit to the search engines.")

Regarding claim 14, "WebPosition" discloses the website

management method as in claim 5, further comprising the steps of

determining which file names are to be submitted to the Internet

cataloging engine. (section "Submitter", subsection "URLs Tab",

specifically "You should list the file(s) that you wish to

submit to the search engines. This can be your home page, your

"doorway" pages that you created in the page generator, or other

pages on your site.")

Regarding claim 15, "WebPosition" discloses the website

management method as in claim 14, wherein determining which file

names are to be submitted further comprises the steps of

comparing the data associated with the stored file name to the

current corresponding file name file data found on the website,

and allowing the file name to be submitted to the Internet

cataloging engine if the file name file data found on the

website is different from the data associated with the stored

file name. (section "Submitter", specifically "...can determine

which pages have been modified or added since the last
submission and submit only those pages.")

Regarding claim 16, "WebPosition" discloses the website
management method as in claim 14, wherein determining which file
names are to be submitted further comprises the steps of:
searching a file containing file names that are not to be
submitted to Internet cataloging engines; not allowing the file
name to be submitted to an Internet cataloging engine if the
file name is found in the file containing file names that are
not to be submitted to Internet cataloging engines. (section
"Submitter", subsection "URLs Tab", "You should list the file(s)
that you wish to submit to the search engines.")

Regarding claim 17, "WebPosition" discloses a website
management method as in claim 1, wherein submitting an
acceptable uniform resource locator further comprises:
determining if the uniform resource locator is in a form
acceptable to the Internet cataloging engine, and modifying the
uniform resource locator to be in a form acceptable to the
Internet cataloging engine the uniform resource locator is to be
submitted to, if it is determined to be in a form that is
unacceptable to the Internet cataloging engine. (section
"Submitter", specifically "Unlike other submitters or submitting
services, WebPosition Gold's tool verifies that each page exists

on Web site BEFORE submitting." and "URL Verification Report let's you know if you need to re-submit a page that the engine refused or failed to index.")

Regarding claim 18, "WebPosition" discloses the website management method as in claim 1, further comprising the steps of storing file names known to be webpages that exist on the website being managed. (section "Submitter", specifically the text "Unlike other submitters or submitting services, WebPosition Gold's tool verifies that each page exists on Web Site BEFORE submitting..."; section "Submitter", subsection "Mission Tab", specifically "WebPosition tracks which pages belong to which web site for reporting purposes. In addition...WebPosition supports unlimited pages...")

Regarding claim 19, "WebPosition" discloses the website management method as in claim 1, further comprising the steps of storing file names known to be webpages that exist on external websites which are not being managed. (section "Submitter", subsection "URLs tab", specifically the text "Many search engines suggest submitting only your home page (i.e. index.html, default.html, etc.) and it will 'spider' your site and find the other pages that it links to...")

Regarding claim 20, "WebPosition" discloses the website management method as in claim 1, further comprising the steps of

displaying the uniform resource locators associated with the

managed website. ("Summary Description Report", specifically

"This report will tell you many things including...informs you

whether specific URL's or pages on your Web site have been

listed in the index.")

Regarding claim 21, "WebPosition" discloses the website

management method as in claim 20, wherein displaying the uniform

resource locators associated with the managed website further

comprises displaying the title within the webpage associated

with the uniform resource locator. (section "Page Generator",

subsections "Writing Killer Page TITLES" and "Define a Theme

with Headings", specifically "Many search engines use the HTML

<TITLE> tag as the title of your site in the search results that

appear to the user."; section "Page Generator", subsections

"Creating Effective Body Descriptions", specifically "For

example, if you use marketing in your Title tag, a search on

marketing or market will yield a match on most engines.";

section "Reporter", subsection "Concise Summary Report",

specifically "It gives you a quick snapshot of how you currently

rank for all keywords and engines.")

Regarding claim 22, "WebPosition" discloses the website

management method as in claim 20, wherein displaying the uniform

resource locators associated with the managed website further

comprises displaying the metatag information within the webpage

associated with the uniform resource locator. (section "Page

Generator", subsections "Creating Effective Body Descriptions",

specifically "The body description you enter in the Page

Generator will be used both for the <BODY> tag area of the page,

and the META Description tag for the page. The text found in

the META Description tag will be displayed to the user in the

search results for many engines."; section "Reporter",

subsection "Summary Description Report", specifically "POWER TIP

#2:   If you see a description you don't like, check your META

DESCRIPTION tag for that page since most engines will read that

tag for displaying the summary text on a search. Once you

update the description to something "compelling" and

informative, upload the page and resubmit.")

Regarding claim 23, "WebPosition" discloses the website

management method as in claim 22, wherein displaying the uniform

resource locators associated with the managed website further

comprises displaying the title within the webpage associated

with the uniform resource locator. (section "Page Generator",

subsections "Writing Killer Page TITLES" and "Define a Theme

with Headings", specifically "Many search engines use the HTML

<TITLE> tag as the title of your site in the search results that

appear to the user."; section "Page Generator", subsections

"Creating Effective Body Descriptions", specifically "For

example, if you use marketing in your Title tag, a search on

marketing or market will yield a match on most engines.";

section "Reporter", subsection "Concise Summary Report",

specifically "It gives you a quick snapshot of how you currently

rank for all keywords and engines.")

Regarding claim 24, "WebPosition" discloses the website

management method as in claim 20, wherein displaying the uniform

resource locators associated with the managed website further

comprises displaying the ranking position of the uniform

resource locator within a desired Internet cataloging engine.

(section "Reporter", subsection "Concise Summary Report",

specifically "It gives you a quick snapshot of how you currently

rank for all keywords and engines."; section "Reporter",

subsection "Summary Description Report", specifically "This

reports will tell you many things including...displays your rank

by Search Engine and Keyword.")

Regarding claim 25, "WebPosition" discloses a website

management method for managing a website's visibility on the

Internet, comprising the steps of: retrieving at least one file

name; (section "Step by Step Instructions, specifically "You can

go to each search engine and individually submit each of your

pages, or you can use the built-in Submitter to create Missions

to do it automatically"; section "Reporter", subsection

"Creating a Mission", specifically "You may wish to set other

options such as which search engines to monitor if you do not

want to monitor them all..."; section "Tips on Improving Your

Search Rankings!", subsection "How to submit your pages",

specifically "Go to each search engine and select their submit

URL option. Page submit links for each search engine have been

provided on the Detail and Summary reports for your convenience!

Just click on the link on the report and you'll go right to the

submit page.")

creating an acceptable uniform resource locator by

combining the file name with a protocol and a domain name and

submitting the acceptable uniform resource locator containing

the file name to each of at least one Internet cataloging

engines, each submission being made in accordance with a set of

rules associated with the corresponding Internet cataloging

engine. (section "Why use WebPosition?", specifically "Once

pages are created..., they must be submitted. WebPosition offers

advanced submission "safety" features not found anywhere

elsewhere that insure users don't 'over submit' to an engine or

accidentally violate one of their ever changing submission

guidelines."; section "Submitter", subsection "URLs Tab",

specifically "You should list the file(s) that you wish to

submit to the search engines. This can be your home page, your
"doorway" pages that you created in the page generator, or other
pages on your site.")

Claims 26 and 27 are rejected since claims 26 and 27 recite
a computer readable medium that contain substantially the same
limitations as recited in claims 1 and 25 respectively.

Regarding claim 28, "WebPosition" discloses t method for
providing information about a site to a network cataloger,
comprising: retrieving at least one file name; determining if
the at least one file name is to be submitted to the network
cataloger; (section "Step by Step Instructions, specifically
"You can go to each search engine and individually submit each
of your pages, or you can use the built-in Submitter to create
Missions to do it automatically"; section "Reporter", subsection
"Creating a Mission", specifically "You may wish to set other
options such as which search engines to monitor if you do not
want to monitor them all..."; section "Tips on Improving Your
Search Rankings!", subsection "How to submit your pages",
specifically "Go to each search engine and select their submit
URL option. Page submit links for each search engine have been
provided on the Detail and Summary reports for your convenience!
Just click on the link on the report and you'll go right to the
submit page.")

identifying a set of submission rules associated with the

network cataloger; creating a uniform resource locator from the

at least one file name; and submitting the uniform resource

locator to the network cataloger in accordance with the set of

submission rules. (section "Why use WebPosition?", specifically

"Once pages are created..., they must be submitted. WebPosition

offers advanced submission "safety" features not found anywhere

elsewhere that insure users don't 'over submit' to an engine or

accidentally violate one of their ever changing submission

guidelines."; section "Submitter", subsection "URLs Tab",

specifically "You should list the file(s) that you wish to

submit to the search engines. This can be your home page, your

"doorway" pages that you created in the page generator, or other

pages on your site.")

Regarding claim 29, "WebPosition" discloses the method of

claim 28, wherein creating comprises at least one of converting

the file name into a URL format compatible with the protocol of

the network cataloger, confirming that the file name is already

in a general URL format and converting the file name into the

compatible URL format, and confirming that the file name is

already in the compatible URL format. (section "Submitter",

specifically "Unlike other submitters or submitting services,

WebPosition Gold's tool verifies that each page exists on Web

site BEFORE submitting."; section "Submitter", subsection "URLs

Tab", specifically "You should list the file(s) that you wish to

submit to the search engines. This can be your home page, your

"doorway" pages that you created in the page generator, or other

pages on your site.")

Regarding claim 32, "WebPosition" discloses the method of

claim 28, comprising monitoring a ranking assigned by the

network cataloger to the uniform resource locator, and

retracting the uniform resource locator in accordance with a

preferred ranking. (section "Reporter", subsection "Detail

Report", specifically "You can always re-word things and

resubmit to the engine."; section "Tips on Improving Your Search

Rankings!", subsection "The Bad News: Submitting is Not Enough",

specifically "The main reason that submitting is not enough, is

position. It takes some follow up, revision, and resubmitting

of your pages to improve your positions on the search engines.")

Regarding claim 33, "WebPosition" discloses the method of

claim 28, wherein retrieving the at least one file name

comprises retrieving a name associated with a framed page, and

wherein creating the uniform resource locator comprises

maintaining an association between the uniform resource locator,

the name, and at least one of a framing page and the site.

(section "Tips on Improving Your Search Rankings!", subsection

"Pitfalls in Web Design", subsection "FRAMES", specifically "If

you wish to use frames, a good idea is to put in fake links in

the <NOFRAMES> section. Insert a link such as <A

HREF="my_other_page.htm">Click here</A> should work.")

Regarding claim 34, "WebPosition" discloses the method of

claim 28, wherein retrieving the at least one file name

comprises retrieving a name of an external file associated with

the site, and wherein creating the uniform resource locator

comprises maintaining an association between the uniform

resource locator, the name, and the site. (section "Submitter",

subsection "URLs tab", specifically the text "Many search

engines suggest submitting only your home page (i.e. index.html,

default.html, etc.) and it will 'spider' your site and find the

other pages that it links to...")

Regarding claim 36, "WebPosition" discloses the method of

claim 28, wherein retrieving at least one file name, comprises

retrieving a file name of a file referenced by a forbidden file,

while maintaining the anonymity of the forbidden page. (section

"Submitter", subsection "URLs Tab", specifically "You should

list the file(s) that you wish to submit to the search engines.

This can be your home page, your "doorway" pages that you

created in the page generator, or other pages on your site.")

Regarding claim 38, "WebPosition" discloses the method of

claim 28, wherein creating comprises creating the uniform

resource locator from the file name in accordance with the set

of submission rules. (section "Why use WebPosition?",

specifically "Once pages are created..., they must be submitted.

WebPosition offers advanced submission "safety" features not

found anywhere elsewhere that insure users don't 'over submit'

to an engine or accidentally violate one of their ever changing

submission guidelines."; section "Submitter", subsection "URLs

Tab", specifically "You should list the file(s) that you wish to

submit to the search engines. This can be your home page, your

"doorway" pages that you created in the page generator, or other

pages on your site.")

Regarding claim 43, "WebPosition" discloses the method of

claim 38, wherein retrieving the at least one file name

comprises retrieving a name associated with a framed page, and

wherein creating the uniform resource locator comprises

maintaining an association between the uniform resource locator,

the name, and at least one of a framing page and the site.

(section "Tips on Improving Your Search Rankings!", subsection

"Pitfalls in Web Design", subsection "FRAMES", specifically "If

you wish to use frames, a good idea is to put in fake links in

the <NOFRAMES> section. Insert a link such as <A

HREF="my_other_page.htm">Click here</A> should work.")

Claims 1 and 25-28 are rejected under 35 U.S.C. 102(b) as

being anticipated by "SelfPromotion.com Home Page"

("Selfpromotion.com")

Regarding claims 1 and 25-28, "Selfpromotion.com" discloses

a method and computer readable medium that disclose retrieving

at least one file name, determining if the at least one file

name is to be submitted to at least one of a network catalogers

or Internet cataloging engines, identifying a set of submission

rules associated with the network catalogers, creating a uniform

resource locator from the at least one file name, and submitting

the uniform resource locator containing the file name to each of

at least one of the network catalogers or Internet cataloging

engines in accordance with the set of submission rules. (page 1,

specifically "Each site has an "Add URL" page that lets you

enter information about your site into their database...Self

Promotion.com automates this process. You decide what sites you

want to register with, and fill in the information required only

once...Then "Tooter", the tireless submission daemon...goes

around the net and does all the typing for you."; page 1 and 2,

specifically "The argument is that each site has different

restrictions as to description lengths, categories, and so

on...Tooter knows exactly what each target site wants...Tooter

also knows all the categories for all the sites...")

Claims 1 and 25-28 are rejected under 35 U.S.C. 102(b) as

being anticipated by "Submit It! User Guide: Gold and Pro

Versions" ("Submit It").

Regarding claims 1 and 25-28, "Submit It" discloses a

method and computer readable medium that disclose retrieving at

least one file name, determining if the at least one file name

is to be submitted to at least one of a network catalogers or

Internet cataloging engines, identifying a set of submission

rules associated with the network catalogers, creating a uniform

resource locator from the at least one file name, and submitting

the uniform resource locator containing the file name to each of

at least one of the network catalogers or Internet cataloging

engines in accordance with the set of submission rules. (pages

7-8, "Submit URL", step 2, specifically page 7, the text "This

second step allows you to send your Web site information to

general directories and yellow pages such as Yahoo and

InfoSpace. Most of these sites require some customization of

your information such as selecting a listing category" and

"Click on/off (select/deselect) the catalog boxes until you have

selected the desired catalogs" and page 8, the text "III. Submit

Your URL...Click the "Submit It! Button.")

Claims 1 and 25-28 are rejected under 35 U.S.C. 102(b) as
being anticipated by "1News Briefs: Promotional Tools: URL
Listing Service Monitors Engine Submission" ("1News").

Regarding claims 1 and 25-28, "1News" discloses a method
and computer readable medium that disclose retrieving at least
one file name, determining if the at least one file name is to
be submitted to at least one of a network catalogers or Internet
cataloging engines, identifying a set of submission rules
associated with the network catalogers, creating a uniform
resource locator from the at least one file name, and submitting
the uniform resource locator containing the file name to each of
at least one of the network catalogers or Internet cataloging
engines in accordance with the set of submission rules. (page 1,
specifically "...Galaxy 2020 Marketing just introduced a news
search engine submission service that...monitors changes in
search engine submission and Web site listing criteria and
adjusts and updates client listings accordingly...MegaURL tracks
where clients are listed, what page they're on, and whether and
why submission requests are received but not implemented (with
continual resubmissions until the listing is actually
accepted).)

Conclusion

The prior art made of record and not relied upon is

considered pertinent to applicant's disclosure.

The following prior art teaches the state of the art in URL

submission:

Newzow, Marty. "E-Commerce Site Promotion", WebBusiness,

December 1997, <http://webserver.cpg.com/wb/2.11/>, 7 pages;

Webster Group International, Inc. "All Encompassing Werb

Site Promotion & Specialized Internet Marketing By Webster Group

International", publicly posted 30 January 1997,

<http://web.archive.org/web/19970130024039/www.wgi.com/mkt-

promo-svc.html>, 6 pages;

Wilson, Dr. Ralph F. "Review: WebPosition Gold 1.0", Web

Marketing Today, Issue 54, 1 March 1999,

<www.wilsonweb.com/reviews/webposition-gold.htm>, 7 pages;

Webster Group International, Inc. "www.SitePromoter Web

Site Promotion Software Features & Benefits", publicly posted 6

December 1998,

<http://web.archive.org/web/19981206035920/www.sitepromoter.com/

spfeatures.htm>, 3 pages.

Any inquiry concerning this communication or earlier

communications from the examiner should be directed to George C.

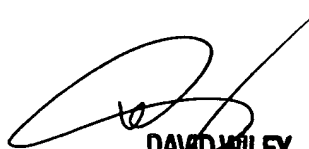Neurauter, Jr. whose telephone number is (571) 272-3918. The

examiner can normally be reached on Monday through Friday from 9AM to 5:30PM Eastern.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Wiley can be reached on (571) 272-3923. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

gcn

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